



JOHN LENNON'S *IMAGINE* GIVEN NEW VOICE AS CENTERPIECE OF AMNESTY INTERNATIONAL CAMPAIGN FOR HUMAN RIGHTS

MusicVideo, Print and Television PSAs Appearing Worldwide to Mobilize People to Protect Human Rights

(New York) – Amnesty International has launched a two-year public education campaign created around John Lennon's legendary anthem *Imagine* to reach out across generations and rally support for human rights. Yoko Ono gave Amnesty International usage rights to *Imagine* because of "the important work Amnesty has done for 40 years throughout the world – work that embodies the spirit of *Imagine*."

The campaign includes a new version of *Imagine* as sung by children from around the world. It was produced by Academy Award winning-composer Hans Zimmer and Stewart Levine with veteran musicians Booker T. Jones on piano, Jim Keltner on drums, Freddie Washington on bass and Heitor Pereira on guitar. Paul Dektor of Dektor Films traveled to several countries, including Cambodia, Northern Ireland and South Africa, to film children for an *Imagine* music video and Public Service Announcements. The multimedia campaign, which includes online action components (www.amnestyusa.org/imagine), print and radio, has a special emphasis on reaching young people.

The print ad series, featuring images from Magnum Photos, focuses on the civil war in Chechnya, child soldiers, the trafficking of underage sex workers and civil rights in the United States.**

The music video and PSAs have been distributed to more than 40 countries. They are being broadcast on television stations and shown in cinemas, schools and at local events (special versions were produced with Arabic and Spanish end tags). *Imagine* is showing up everywhere, from double-decker bus sides in Dublin to concert halls in Tokyo to schoolhouses in Tanzania.

"John Lennon's vision was of a world in which the needs and rights of every single person were respected and people everywhere lived in peace and harmony," said Dr. William F. Schulz, Executive Director of Amnesty International USA (AIUSA). "His lyrics challenged people to imagine and act – the same challenge Amnesty International has issued for 40 years. With ongoing conflicts around the globe, Amnesty International calls on people everywhere to join us not only in imagining a better world, but also in working to protect human rights and to create a more secure and just world. "

Members of the Nobel Peace Prize-winning Amnesty International have helped free more than 45,000 prisoners of conscience since its founding in 1961.

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**** Please see reverse for an example of these powerful print ads.**



An 80-year-old woman, one of countless civilian war victims, living in the basement of her bombed-out Chechen home. Magnum Photos

imagine

(all the people sharing all the world)



Imagine a worldwide movement working to protect the dignity and rights of all people. And imagine it works.

For 40 years, Amnesty International members have saved countless lives - people persecuted, imprisoned, or tortured simply for who they are or what they believe. Many more need your help. Take action. Log on. Join us.

www.amnestyusa.org



imagine

(nothing to kill or die for)



If you can imagine, you can take action.
Get involved. Go to www.amnestyusa.org/imagine today.



Two refugee girls at risk of joining the hundreds of thousands
of child soldiers worldwide.

Photo: Peter Marlow/Magnum

"Imagine" by John Lennon © 1971, 1999 Lenono Music (admin. by EMI Blackwood Music Inc.)

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